

Snapplify.com

Kotobarabia Case Study



The Background

With over 4,000 titles and having signed over 1,100 established writers, publishing houses, NGOs, research centres, periodicals, political and religious institutes, Kotobarabia is by far the largest eContent creator and distributor that specialises in the Arabic language.

Kotobarabia convert their content to eBook format as well as have full eRights to their published content. They are constantly finding new titles to publish by establishing and maintaining good relationships with Arab publishing institutions.

The Execution and Strategy

Snapplify created a custom branded app for Kotobarabia. The app is free to download and users purchase the content directly within the app. The App is currently available for download on iOS, Android.

The Project

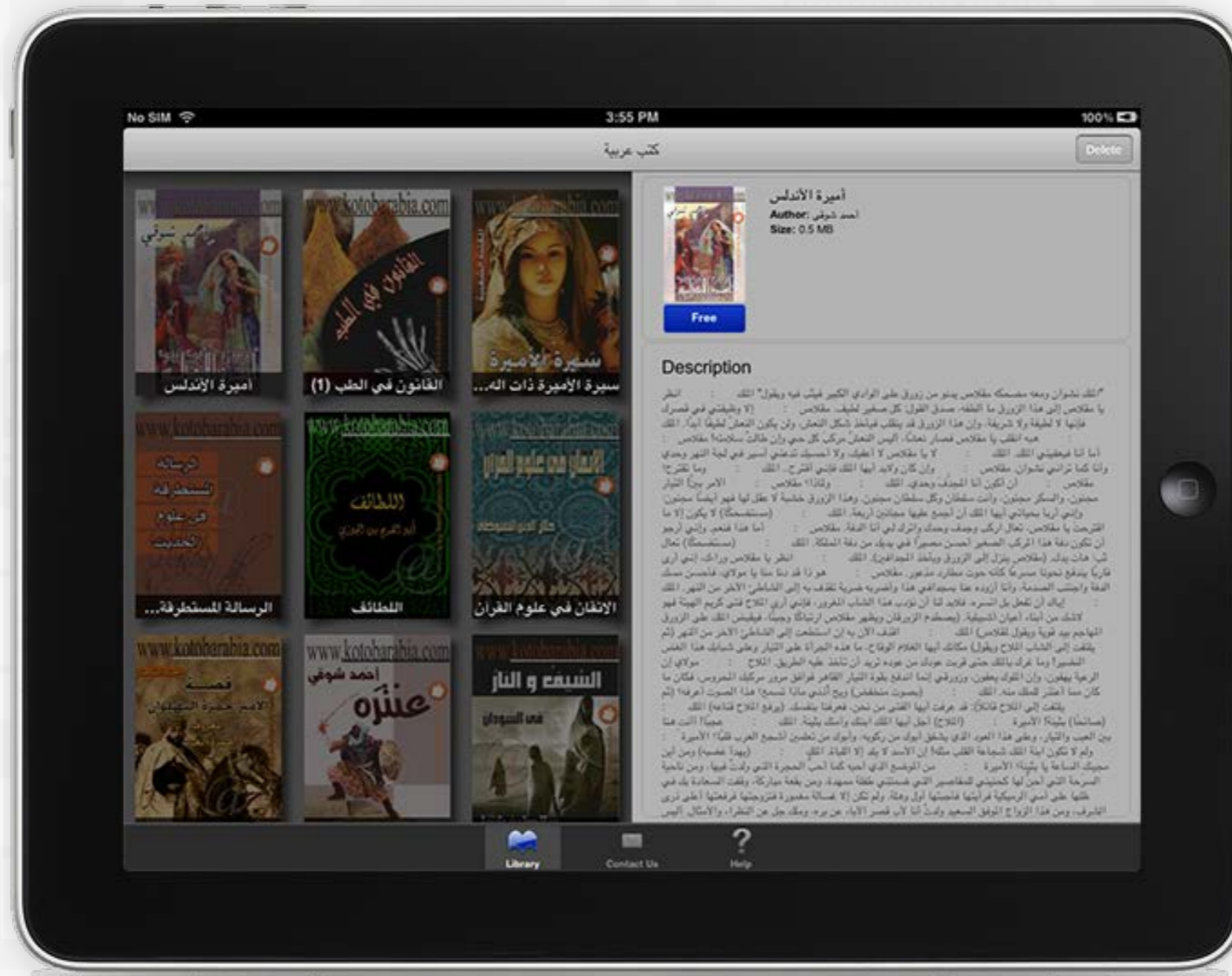


“ *When Kotobarabia and Snapplify first created the app, we were looking for a way to display Arabic books in a clean and effective manner on mobile devices. At the time, ePUB was not an option for Arabic, so when Snapplify approached us with a PDF-based solution, I was extremely excited. It worked like a dream and we were able to display a fair-sized portion of our catalogue without any issues.*

Ramy Habeeb - Kotobarabia

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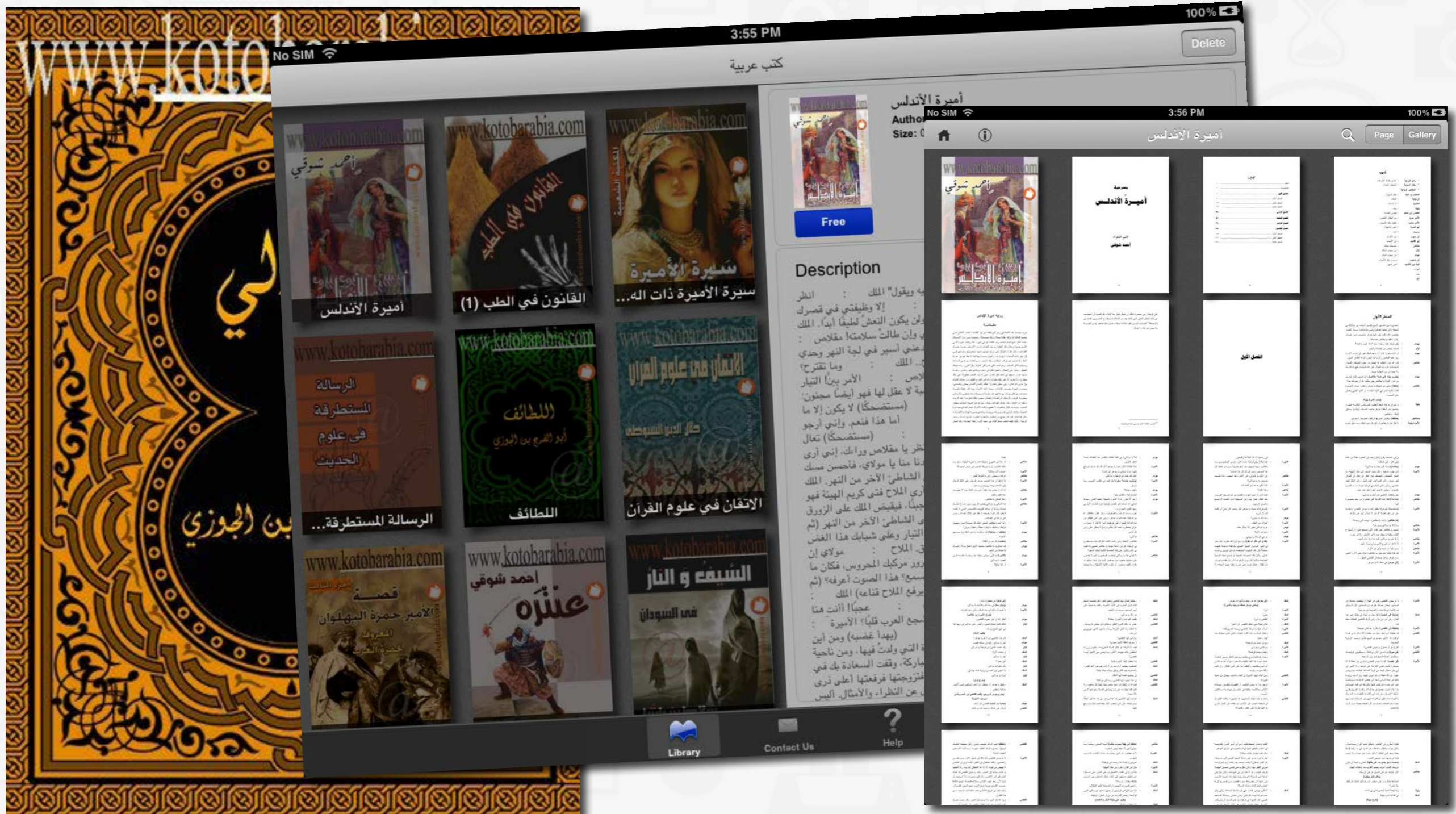
Snapplify supports all foreign languages and multiple character sets including content read from right to left. This allowed Kotobarabia to sell their books with its existing layout and still provide users with a rich user experience.



Results

The Kotobarabia application is not only being downloaded in Arabic speaking countries but all over the world. Customers in countries such as United States, United Kingdom and India have been purchasing books within the app after days of the app being made live.

The App



“ *Snapplify’s platform is innovative because of its simplicity. Being a publisher from an emerging economy, it is difficult for me to comply with international standards such as EPUB (especially when EPUB does not comply with the standards of my language). As a result, digitally distributing my content on valuable e-Real Estate such as the iPad and other tablets is expensive, time consuming and often impossible. Snapplify’s PDF based platform solves those issues and now my titles are available on the iPad and (soon to come) other systems. Snapplify has made Arabic eBooks on the iPad possible before anyone else!* ”

Ramy Habeeb - Kotobarabia



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